



## **Building a Network Strategy for First 5**



**FIRST 5**  
ASSOCIATION  
OF CALIFORNIA

# Why Now?



# Defining The First 5 Network

## PROPOSITION 10

Created a program in CA to promote, support, and improve the early development of children from prenatal to five years

58 County Commissions...



**FIRST 5**  
ASSOCIATION  
OF CALIFORNIA



The First 5 Network!

**FIRST**  **5**

# First 5 Network Strategy: Goals

**Objective:** Achieve greater unity, influence, and impact across First 5, leading to more funding, and greater outcomes for kids

To achieve these outcomes, First 5 must improve focus, clarity, and alignment around:



## **STRATEGY:**

Develop and promote a common mission, vision and strategy for First 5



## **STRUCTURE:**

Clarifying roles and responsibilities to increase efficiency and capacity



## **ADVOCACY:**

Using all policy and legislative levers to bring First 5 efforts to scale



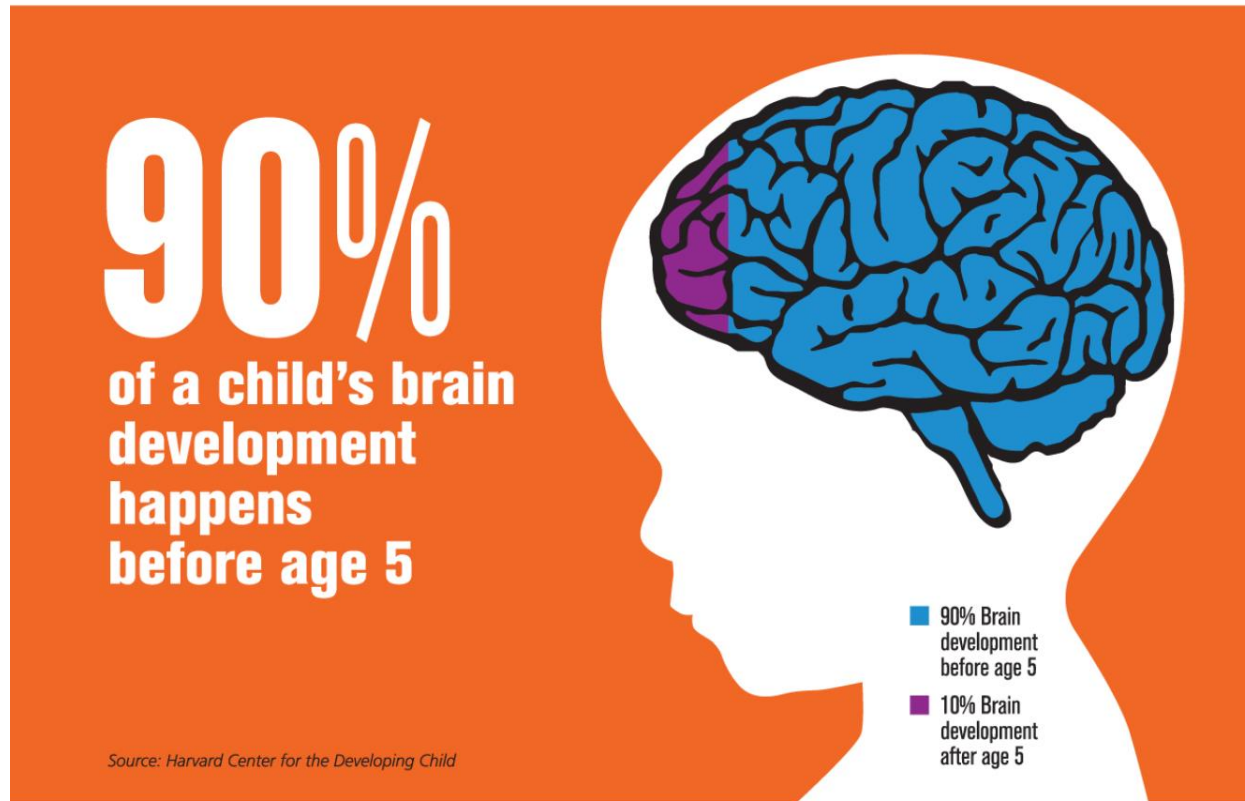
## **COMMUNICATIONS:**

Shared messaging, stronger branding, great unity around goals

# Why is First 5 Important?

*“Early experiences affect how the brain develops, shaping how children learn, behave, and grow.”*

- The Center for the Developing Child at Harvard University



# What Happens in the First 5 Years Affects Us All

Supporting the early years can change the trajectory of a lifetime – and a society

## WHAT HAPPENS AS A CHILD...

## ...SHAPES THE ADULT...

## ...AND THE REST OF SOCIETY



RESILIENT FAMILIES

**Positive parenting** fosters social and emotional resilience



**Improved relating to others** in school, work, and at home



**Safe and thriving communities;** reduced social welfare costs



COMPREHENSIVE  
HEALTH AND  
DEVELOPMENT

**Access** to well-coordinated medical care



**Healthy habits,** healthier lives



**Healthier population,** savings on social and medical costs



QUALITY EARLY  
LEARNING

**Participation** in high-quality preschool



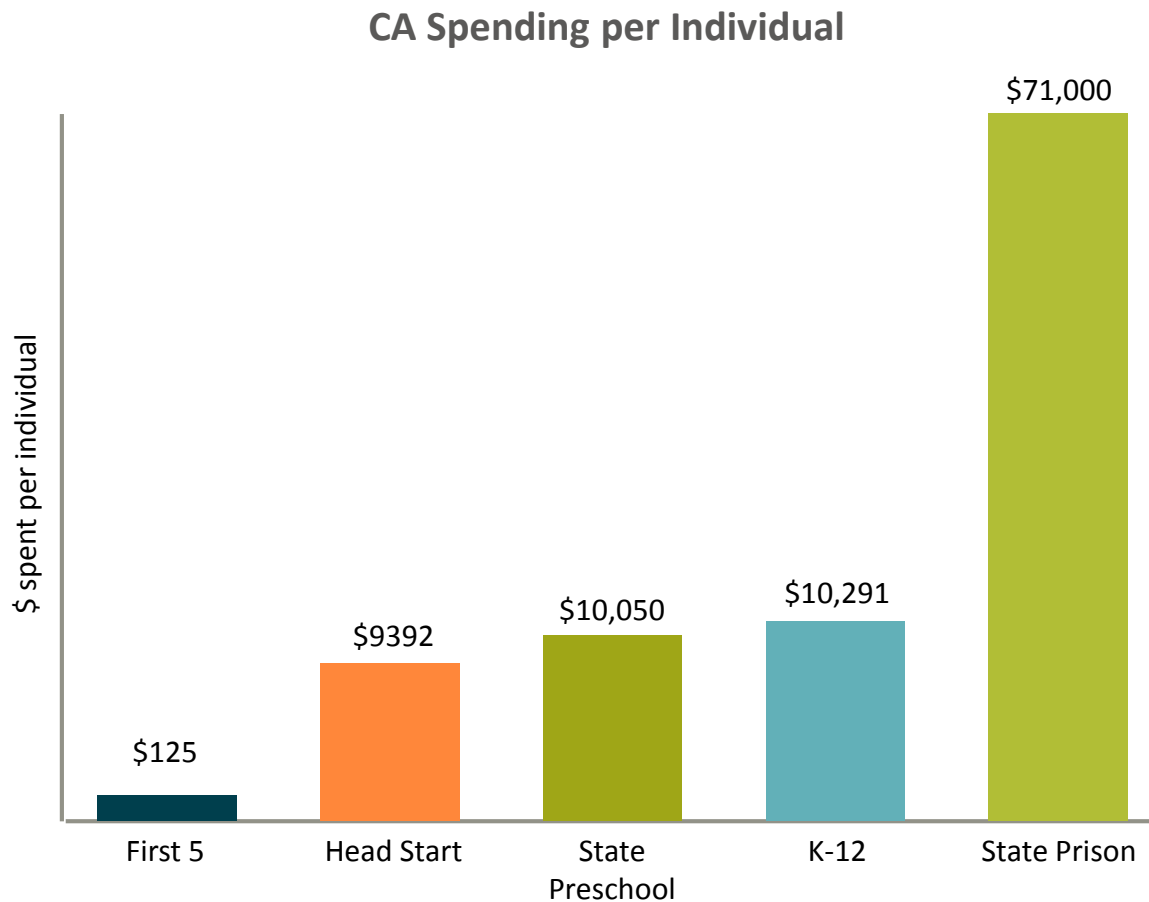
Increased likelihood of **high school graduation**



**More skilled workforce**

# CA Spending Doesn't Reflect the ROI Curve

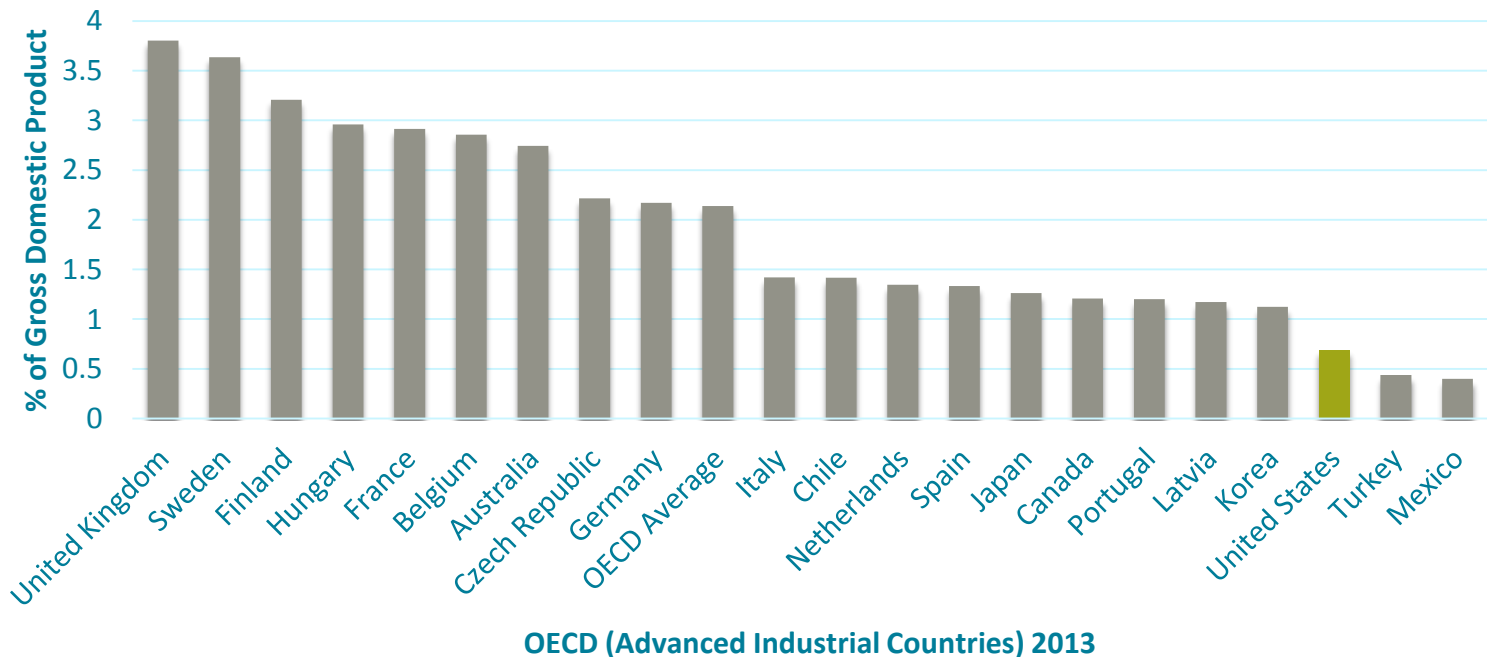
Dollars allocated to early childhood through First 5 are marginal compared to other investments



# Other Countries Invest in Families, The US Lags

And the US lags behind its global peers in spending on young families

**Public Spending on Young Families as a % of GDP  
[Child Tax Credits, Childcare, Paid Family Leave, and Single  
Parent Support ]**





# Inequalities Exist Across the State

The magnitude of need in CA is enormous. In every community there are those who are born facing greater challenges



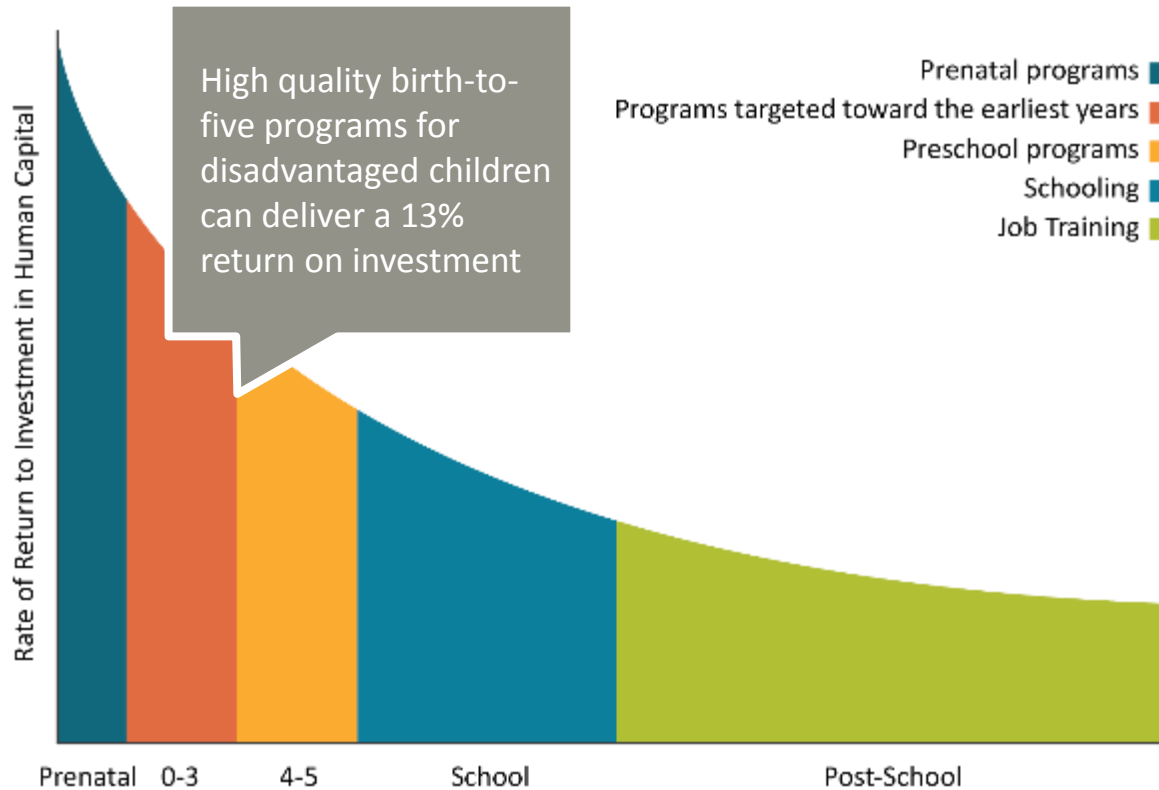
**47%** of CA's children live in or near poverty



**Life expectancy varies dramatically** from one neighborhood to the next:

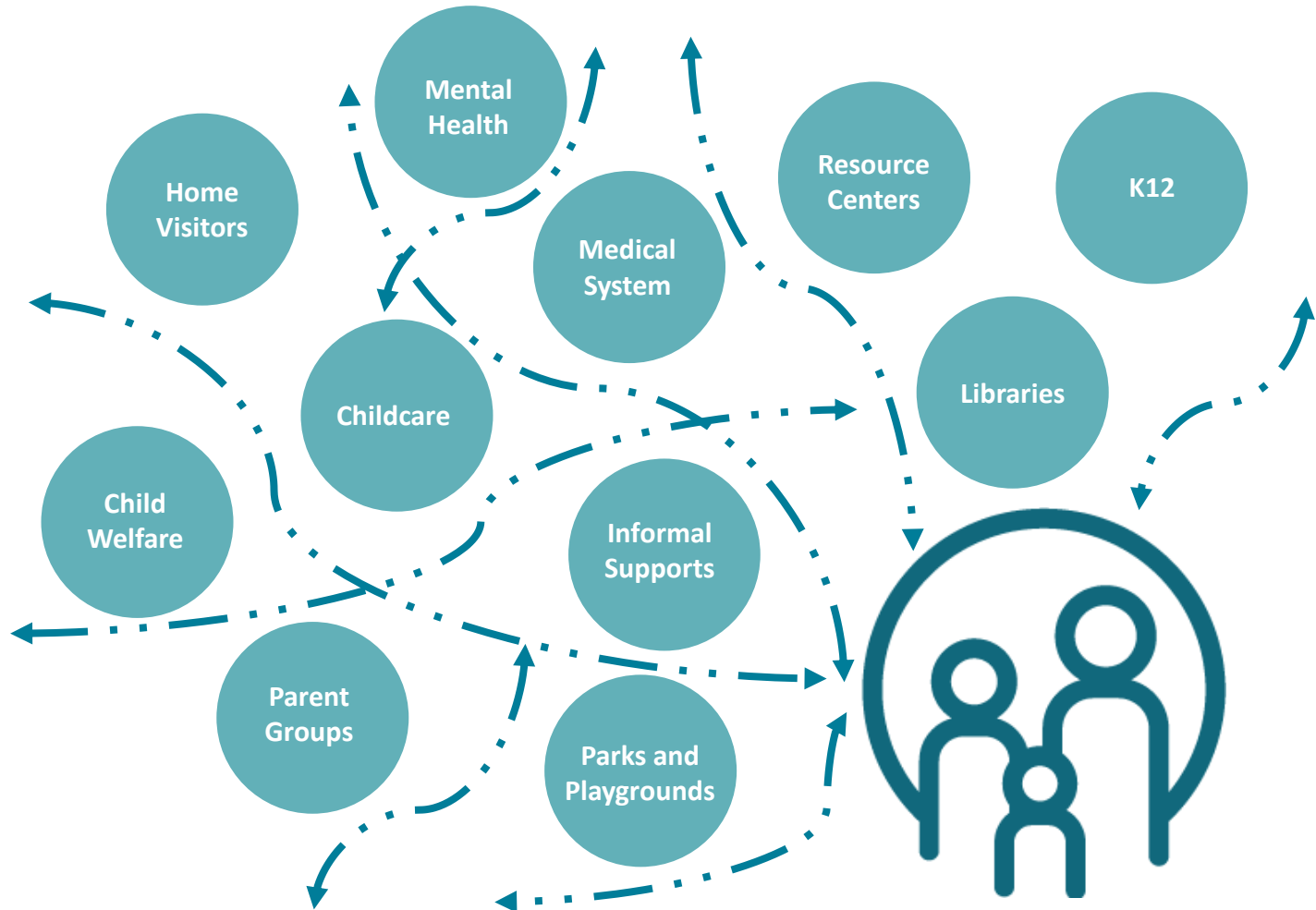
- In the Bay Area, life expectancies across ZIP codes vary by as much as **13 years**
  - *The life expectancy in West Oakland is **67**, similar to countries such as Turkmenistan, Kazakhstan, and North Korea*
- In West Fresno, life expectancy is **>20 years lower** than in other parts of the city
- In Los Angeles, there's a **12-year gap** in life expectancy across neighborhoods

# Public Money Goes Furthest When We Invest in Our Youngest Kids



# Families Struggle to Navigate Siloed Systems

The funding that *does* go to early childhood development is managed by myriad sources. Between formal and informal supports, there's no "one stop shop" for families



# We Are Not Meeting the Needs of CA's Children

Those that benefit the most from early childhood supports are not getting what they need



## RESILIENT FAMILIES

- 1 in 7 children reported for abuse or neglect before age 5
  - 1 in 4 young children in CA experience housing instability
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## COMPREHENSIVE HEALTH AND DEVELOPMENT

- **As many as 10K children** are missing out on cost-saving early intervention each year
  - CA kids have high rates of untreated dental decay
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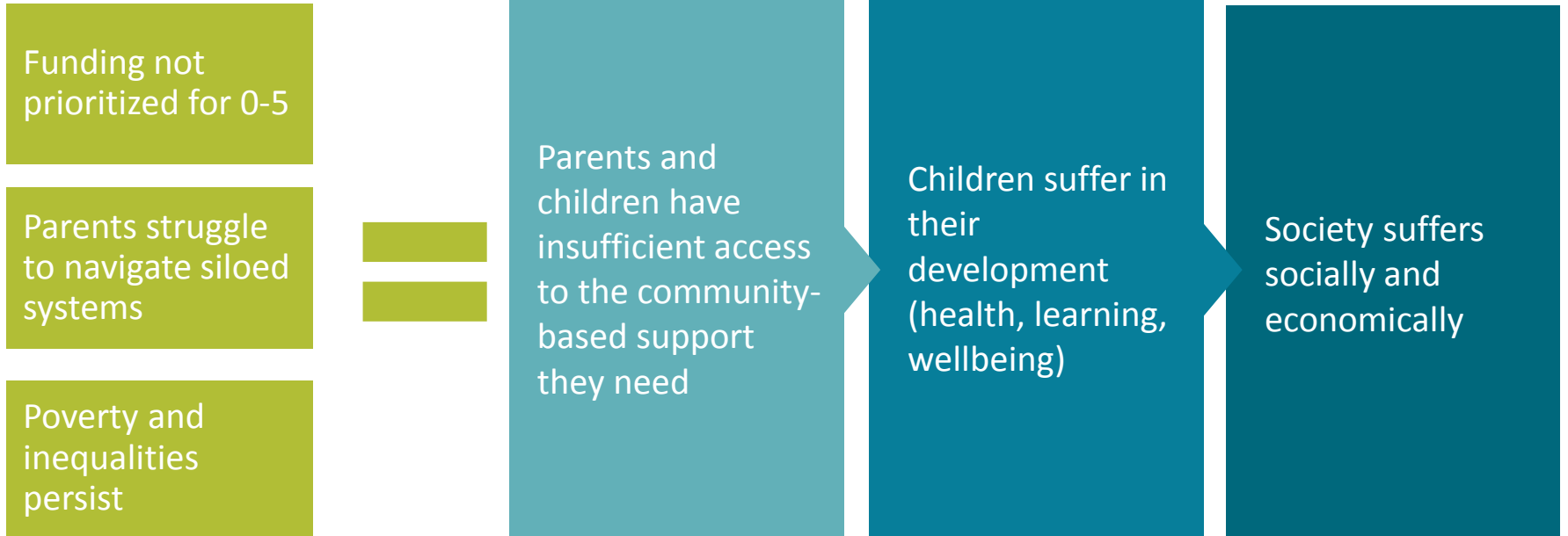


## QUALITY EARLY LEARNING

- Only **45%** of 3rd graders read at grade-level
- Child care costs are too high for most families

# Summing Up the Problem We Face

First 5 focuses energy and assets upstream, to have greater impact



# First 5 Vision Statement

**One day, California's success will be measured by the wellbeing of its youngest children**



# Unique Strengths & Assets – As A Network

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## **SIGNIFICANT FUNDER:**

**First 5** has made nearly \$10B in investments over 20 years, and uses its experience to direct funds strategically



## **LOCAL EXPERTISE - STATEWIDE:**

**First 5** works on the ground with children and families in every CA county, and develops innovative solutions that work



## **EXTENSIVE PARTNERSHIPS:**

**First 5** has relationships with families, government, nonprofits, businesses, and influencers in every county






## **A VOTER MANDATE:**

**First 5** is the only state entity focused on the whole child and empowered to coordinate all sectors

***First 5 works to make the biggest impact possible for kids.***

# Key First 5 Investment Areas

**Mission:** First 5 builds the early childhood systems and supports needed to ensure California's young children are **safe, healthy** and **ready to succeed in school and life**

RESILIENT FAMILIES 	COMPREHENSIVE HEALTH AND DEVELOPMENT 	QUALITY EARLY LEARNING 
Prevention of abuse and neglect	High quality prenatal and new family care	Access to quality infant/toddler care
Parent capacity building and supports	Universal screening and early intervention	High quality universal preschool
Safe, stable and supportive neighborhoods	Mental health supports for parents and children	Linkages to mental health and other supports

***Research demonstrates the transformative power of these programs.***



# The Work of First 5 is Holistic and Aspirational

First 5 builds the early childhood systems and supports needed to ensure California's young children are **safe, healthy and ready to succeed in school and life**

**MISSION**

As a voice for the state's youngest kids, we bring together **partners** and **leverage multiple funding sources** to **strengthen systems of care** through:

- Communications
- Advocacy
- Collaboration
- Skill Building
- Innovation and Learning

So children and families have access to the community-based **supports** they need.



One day, California's success will be measured by the wellbeing of its youngest children

**VISION**

# Fundraising Goals

In order to connect kids with everything they need to thrive, our early childhood systems need much more than the current First 5 investments for innovative, community-based programs.

Increase funding  
for 0-5 and First 5

**\$500M**

*Current annual First 5  
funding*



**\$2BN**

*What it takes to give kids  
0-5 what they need*

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# What Can the Network Achieve Together?

- **We bring our work to scale.** More children and families have access to the supports that *we know* make a difference.
- **More funding** for early childhood and First 5. Our commissions are strong and vital hubs.
- State **policies better facilitate** service provision for children, families, and providers.
- **More collaboration** across agencies and providers, across the state, ensures more comprehensive support to children and families.

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# Network Focus 2018

- Developing leadership capacity (EDs and staff) across counties and regions
- Sharper, aligned, and increased communication about First 5 work, goals, and accomplishments
- Engaging new partners – commissioners and others – to align a 0-5 message
- Prevention Agenda to highlight programs and services that help build a system for infants and toddlers
- 20<sup>th</sup> Anniversary events and May 2 Advocacy Day

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**Thoughts?**

**Questions?**

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